



**CAREER CLUSTER**

Marketing

**INSTRUCTIONAL AREA**

Information Management /  
Marketing-Information Management

**SPORTS AND ENTERTAINMENT MARKETING SERIES EVENT**

**PARTICIPANT INSTRUCTIONS**

**PROCEDURES**

1. The event will be presented to you through your reading of these instructions, including the Performance Indicators and Event Situation. You will have up to 10 minutes to review this information to determine how you will handle the role-play situation and demonstrate the performance indicators of this event. During the preparation period, you may make notes to use during the role-play situation.
2. You will give an ID label to your adult assistant during the preparation time.
3. You will have up to 10 minutes to role-play your situation with a judge (you may have more than one judge).
4. You will be evaluated on how well you meet the performance indicators of this event.
5. Turn in all your notes and event materials when you have completed the role-play.

**PERFORMANCE INDICATORS**

1. Conduct an environmental scan to obtain business information.
2. Monitor internal records for business information.
3. Identify sports/event trends.
4. Set marketing goals and objectives.
5. Present report findings and recommendations.

## **EVENT SITUATION**

You are to assume the role of marketing manager for TASTE OF ITALY PIZZA. The owner of the restaurant (judge) has asked for your advice on whether or not to renew as ticket sponsor for the local professional football team.

TASTE OF ITALY PIZZA is popular with fans of your local professional football team. This popularity was built, at least in part, by TASTE OF ITALY PIZZA'S in-stadium stores and special promotions, like the ticket sponsorship. While the owner (judge) wants to maximize business from this group, he also wants to know if there's sufficient return from this promotional investment or if TASTE OF ITALY PIZZA should refocus its promotional budget.

The ticket sponsorship places a TASTE OF ITALY PIZZA coupon on the back of every ticket for home games. The stadium seats 80,000 fans and regularly sells out. This sponsorship costs \$30,000.00 annually. Additionally, TASTE OF ITALY PIZZA pays \$35,000.00 annually for the right to sell pizza in the stadium.

Data shows that during each of the eight home games, over 4,500 fans present their ticket stub in order to receive a discount on their order. The typical fan spends \$7.50 per order.

You will present your recommendations to the owner (judge) in a role-play to take place in the owner's (judge's) office. The owner (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented your plan and have answered the owner's (judge's) questions, the owner (judge) will conclude the role-play by thanking you for your work.

## **JUDGE'S INSTRUCTIONS**

### **DIRECTIONS, PROCEDURES AND JUDGE'S ROLE**

In preparation for this event, you should review the following information with your event manager and other judges:

1. Procedures
2. Performance Indicators
3. Event Situation
4. Judge Role-play Characterization  
Participants may conduct a slightly different type of meeting and/or discussion with you each time; however, it is important that the information you provide and the questions you ask be uniform for every participant.
5. Judge's Evaluation Instructions
6. Judge's Evaluation Form  
Please use a critical and consistent eye in rating each participant.

### **JUDGE ROLE-PLAY CHARACTERIZATION**

You are to assume the role of owner of TASTE OF ITALY PIZZA. You have asked your marketing manager (participant) for advice on whether or not to renew as ticket sponsor for the local professional football team.

TASTE OF ITALY PIZZA is popular with fans of your local professional football team. This popularity was built, at least in part, by TASTE OF ITALY PIZZA'S in-stadium stores and special promotions, like the ticket sponsorship. While you want to maximize business from this group, you also want to know if there's sufficient return from this promotional investment, or if TASTE OF ITALY PIZZA should refocus its promotional budget. You have asked your marketing manager (participant) to make a recommendation to you on whether or not to renew your sponsorship of the tickets.

The ticket sponsorship places a TASTE OF ITALY PIZZA coupon on the back of every ticket for home games. The stadium seats 80,000 fans and regularly sells out. This sponsorship costs \$30,000.00, annually. Additionally, TASTE OF ITALY PIZZA pays \$35,000.00 annually for the right to sell pizza in the stadium.

Data shows that during each of the eight home games, over 4,500 fans present their ticket stub in order to receive a discount on their order. The typical fan spends \$7.50 per order.

The marketing manager (participant) will present his/her advice to you in a role-play to take place in your office. You will begin the role-play by greeting the marketing manager (participant) and asking to hear his/her ideas

During the course of the role-play you are to ask the following questions of each participant:

1. What is the advantage of a restaurant offering a coupon-type special?
2. What other types of in-stadium promotions can be used by TASTE OF ITALY to increase business for the actual restaurant before and after the big game?
3. Why is it important to monitor the number of ticket stubs turned in for the restaurant special?

Once the marketing manager (participant) has presented the plan and has answered your questions, you will conclude the role-play by thanking the marketing manager (participant) for his/her work.

You are not to make any comments after the event is over except to thank the participant.

## JUDGE'S EVALUATION INSTRUCTIONS

### Evaluation Form Information

The participants are to be evaluated on their ability to perform the specific performance indicators stated on the cover sheet of this event and restated on the Judge's Evaluation Form. Although you may see other performance indicators being demonstrated by the participants, those listed in the Performance Indicators section are the critical ones you are measuring for this particular event.

### Evaluation Form Interpretation

The evaluation levels listed below and the evaluation rating procedures should be discussed thoroughly with your event chairperson and the other judges to ensure complete and common understanding for judging consistency.

Level of Evaluation	Interpretation Level
Exceeds Expectations	Participant demonstrated the performance indicator in an extremely professional manner; greatly exceeds business standards; would rank in the top 10% of business personnel performing this performance indicator.
Meets Expectations	Participant demonstrated the performance indicator in an acceptable and effective manner; meets at least minimal business standards; there would be no need for additional formalized training at this time; would rank in the 70-89 <sup>th</sup> percentile of business personnel performing this performance indicator.
Below Expectations	Participant demonstrated the performance indicator with limited effectiveness; performance generally fell below minimal business standards; additional training would be required to improve knowledge, attitude and/or skills; would rank in the 50-69 <sup>th</sup> percentile of business personnel performing this performance indicator.
Little/No Value	Participant demonstrated the performance indicator with little or no effectiveness; a great deal of formal training would be needed immediately; perhaps this person should seek other employment; would rank in the 0-49 <sup>th</sup> percentile of business personnel performing this performance indicator.

## JUDGE'S EVALUATION FORM

SEM  
STATE EVENT 2010

### DID THE PARTICIPANT:

#### 1. Conduct an environmental scan to obtain business information?

##### Little/No Value

0, 2

Attempts at explaining how to conduct an environmental scan were inadequate or weak.

##### Below Expectations

4, 6, 8

Adequately explained how to conduct an environmental scan.

##### Meets Expectations

10, 12, 14

Effectively explained how to conduct an environmental scan.

##### Exceeds Expectations

16, 18

Very effectively explained how to conduct an environmental scan.

#### 2. Monitor internal records for business information?

##### Little/No Value

0, 2

Attempts at monitoring internal records for business information were inadequate or weak.

##### Below Expectations

4, 6, 8

Adequately monitored internal records for business information.

##### Meets Expectations

10, 12, 14

Effectively monitored internal records for business information.

##### Exceeds Expectations

16, 18

Very effectively monitored internal records for business information.

#### 3. Identify sports/event trends?

##### Little/No Value

0, 2

Attempts at identifying sports/event trends were weak or inadequate.

##### Below Expectations

4, 6, 8

Adequately identified sports/event trends.

##### Meets Expectations

10, 12, 14

Effectively identified sports/event trends.

##### Exceeds Expectations

16, 18

Very effectively identified sports/event trends.

#### 4. Set marketing goals and objectives?

##### Little/No Value

0, 2

Attempts at setting marketing goals and objectives were inadequate or unclear.

##### Below Expectations

4, 6, 8

Adequately set marketing goals and objectives.

##### Meets Expectations

10, 12, 14

Effectively set marketing goals and objectives.

##### Exceeds Expectations

16, 18

Very effectively set marketing goals and objectives.

#### 5. Present report findings and recommendations?

##### Little/No Value

0, 2

Attempts at presenting report findings and recommendations were inadequate or weak.

##### Below Expectations

4, 6, 8

Adequately presented report findings and recommendations.

##### Meets Expectations

10, 12, 14

Effectively presented report findings and recommendations.

##### Exceeds Expectations

16, 18

Very effectively presented report findings and recommendations.

#### 6. Overall impression and response to the judge's questions:

##### Little/No Value

0, 1

Demonstrated few skills; could not answer the judge's questions.

##### Below Expectations

2, 3, 4

Demonstrated limited ability to link some skills; answered the judge's questions adequately.

##### Meets Expectations

5, 6, 7

Demonstrated the specified skills; answered the judge's questions effectively.

##### Exceeds Expectations

8, 9, 10

Demonstrated skills confidently and professionally; answered the judge's questions very effectively and thoroughly.

Judge's Initials \_\_\_\_\_

TOTAL SCORE \_\_\_\_\_